

Private Marketing Consultant, ForensicExpertPro. 2017-Present

I develop strategies for forensic evaluators and expert witnesses to acquire more cases and improve the profitability of their practice, with emphasis on Forensic Psychiatry, Psychology and mental health practice. Goal: maximize every stage of practice development and improve the bottom line. I draw on over a decade marketing forensic mental health professionals. I also draw on 20 years of experience in law practice as a paralegal and case manager (non-lawyer) which brings a depth to my understanding of how lawyers think, and how they search for forensic professionals.

ForensicExpertPro was formed in 2017. I am proud to say that my methods have produced excellent results for my clients including dramatic increase in attorney calls, retention in cases, billable and collected fees and establishing best-practices. Request for references are encouraged: my clients would be happy to provide you more information about me, my collaborative approach and, importantly, the impact of my services on their practice success.

Marketing and Practice Manager, Stephen M. Raffle, M.D. & Associates (2007-2017.)

Marketing Dr. Doe: a Case Study.

The marketing and practice design carried out for one psychiatrist serves as an excellent exemplar of services I provide my clients. Dr. Doe (not his real name) is available to provide references.

Dr. Doe had an underproductive marketing strategy at the time I began our work. I quickly developed a game-changing strategy. Within 2 years Dr. Doe's billings doubled, profitably weathering the 2008 economic collapse, and filling the gap of lost cases as large referrers increasingly outsourced to less expensive panel style "IME Mills."

My plan drew a tighter path from the client's first search for an expert to first call and then to retention. A surgical marketing message to target clients enabled the expert to hand-select cases. A systemic "whole practice" program adapted and

adopted business methods to cement client goodwill (in business, not opinions). My experience with attorney behavior was an essential feature.

- 60% growth in billable forensic hours, with regular fee increases.
- The expert was pre-sifted by inquiring attorneys, resulting in higher conversion of calls to retention. Attorneys reported a clear understanding of the expert's unique experience and expertise relevant to their case.
- Premier website consistently outperformed competitors, by client report and market research. Clients emphasized the site's effective communication about the expert and ease of use.
- 1st and 2nd page Google, Bing and Yahoo search results from a focused Search Engine Optimization (SEO) strategy.
- 90% of new client inquiries originated from internet searches to the website and related marketing platforms.
- Prominent online presence cultivated by showcasing the unique skills of this expert to a target client: written profiles and graphics were developed for multiple marketing platforms and selective use of social media boosted name recognition and attorney calls.
- Marketing results were routinely energized, using real-time analysis in online venues, and a fluid adaptation to reliable data.
- Repeat business was successfully promoted by a case management system proactively supporting the clients' own case management methods.
- New cases were generated from dormant client relationships through a highly personalized gift program styled to the needs of the expert's client base.

Results may vary, or prove similar.

Forensic Practice Case Management. I build practice, case management, and business systems drawn from years of study and testing for efficiency, from handling a first call, retainer best practices, even email hygiene. Key is integration and streamlining practices for consistent client service and ROI. Example: efficiencies in timekeeping and billing practices, successful collections, and software recommendations that are uniquely beneficial in a forensic practice, such as documenting volumes of paper records hiding in digital files, and generating a database to track clients and cases.

Legal Case Manager and Paralegal Experience. Sideman & Bancroft; Arnold & Porter (formerly Howard Rice); Dudnick, Detwiler, Rivin & Stikker, LLP; Greene, Radovsky; Shartsis Friese. (collectively 1985-2007.) Practice focus: Estates and trusts, probate, personal injury, tax, civil litigation, contracts.

Digital Expertise. Digital Photography and visual design (Photoshop,) software and hardware assessment, data-mining (Google Analytics, Web-Stat), introductory and depth-training in business-support software.

Education. BA Interdisciplinary Social Sciences, Magna Cum Laude, BA Women's Studies, Magna Cum Laude; Teaching Credential, San Francisco State University.